

09/196338

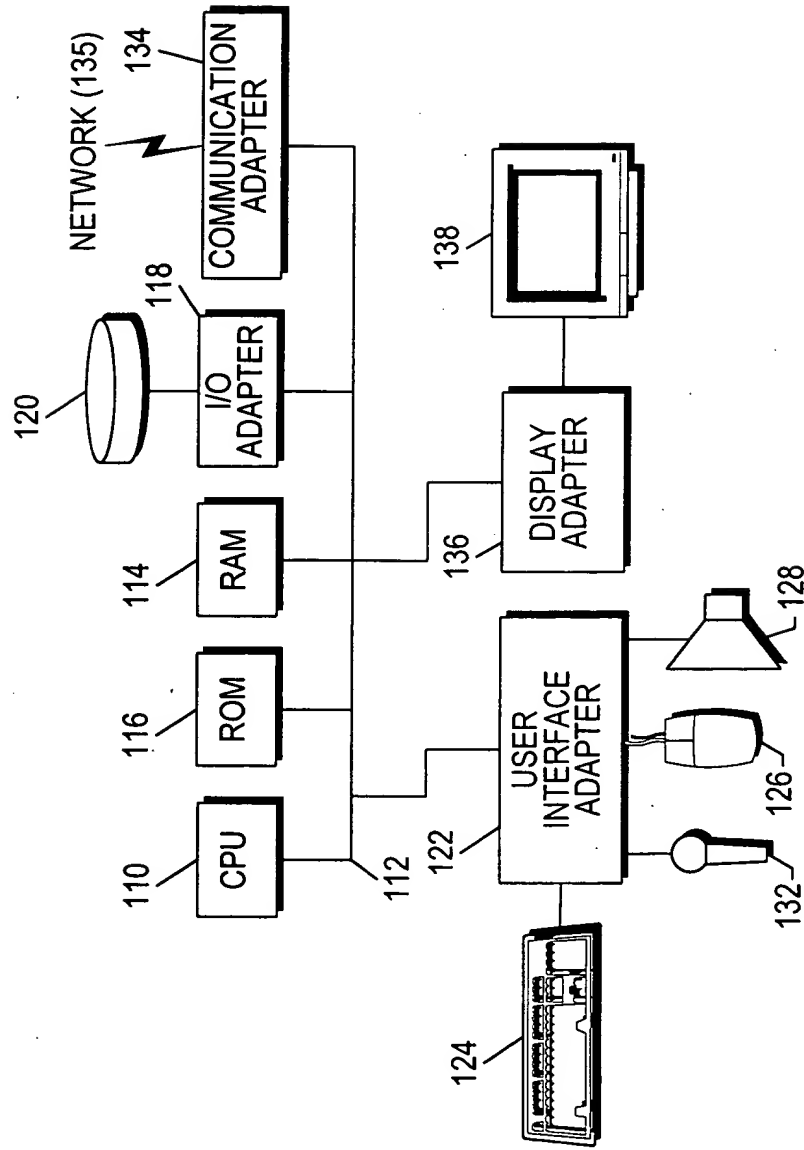
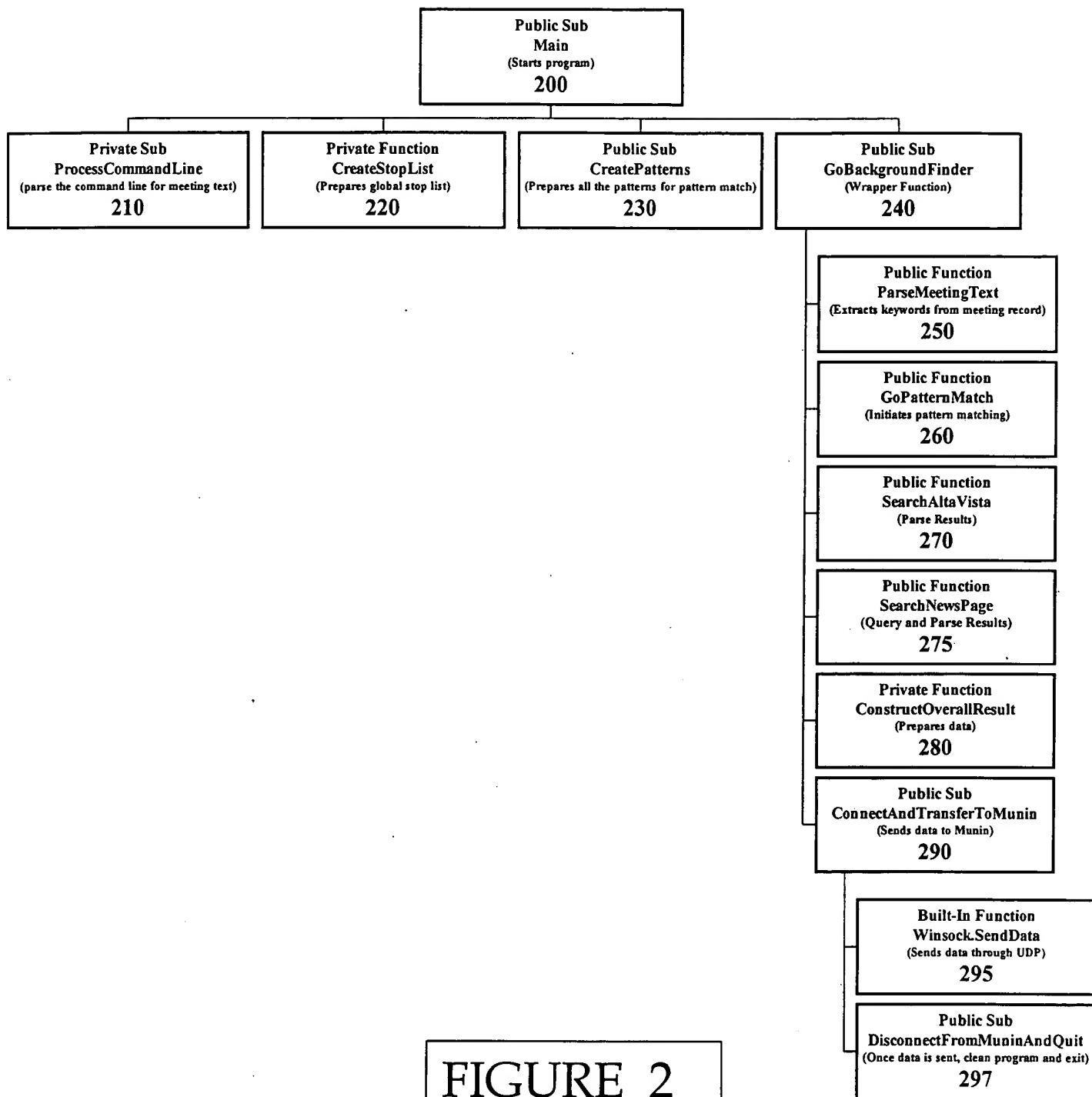


FIGURE 1

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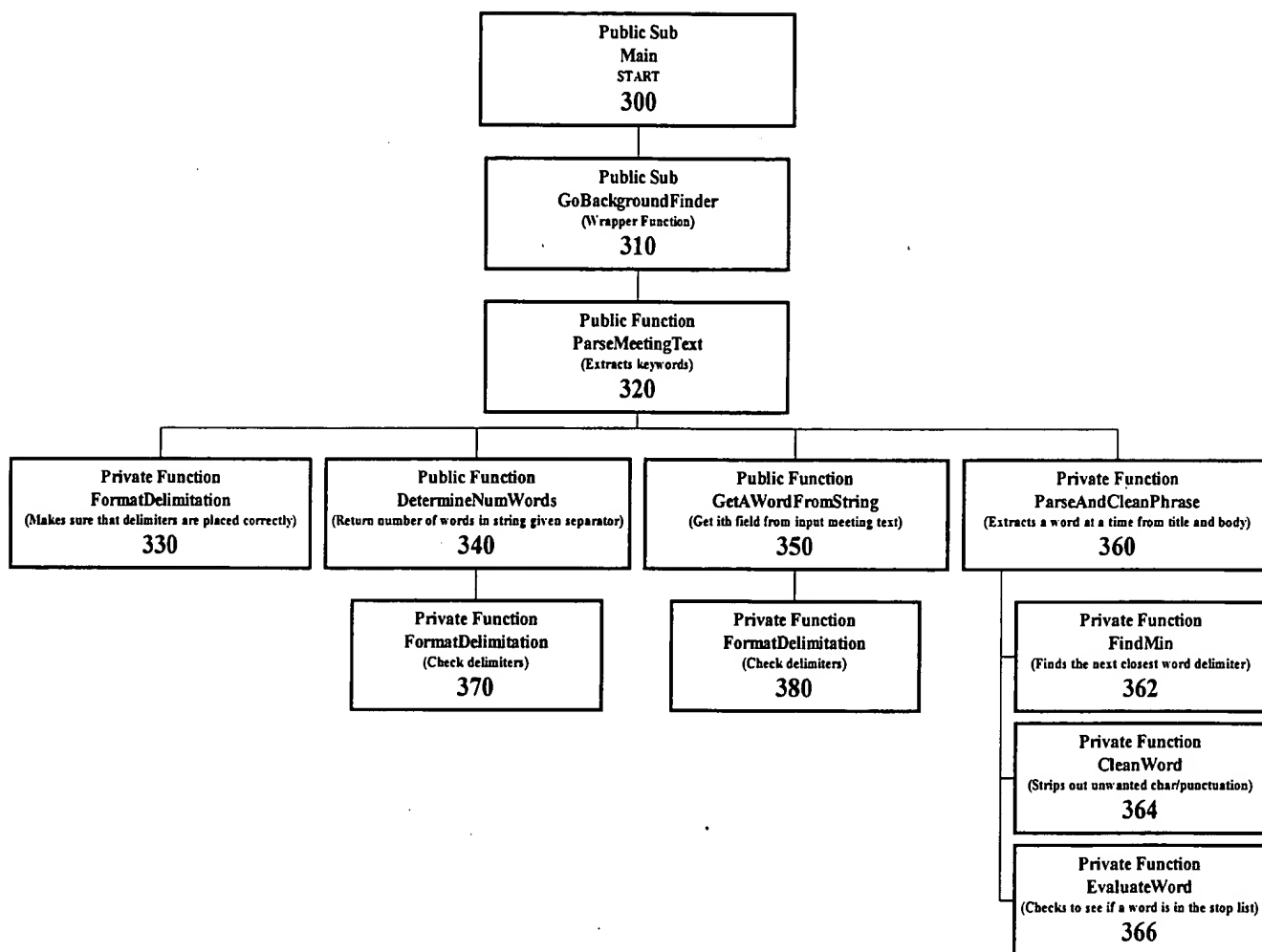


FIGURE 3

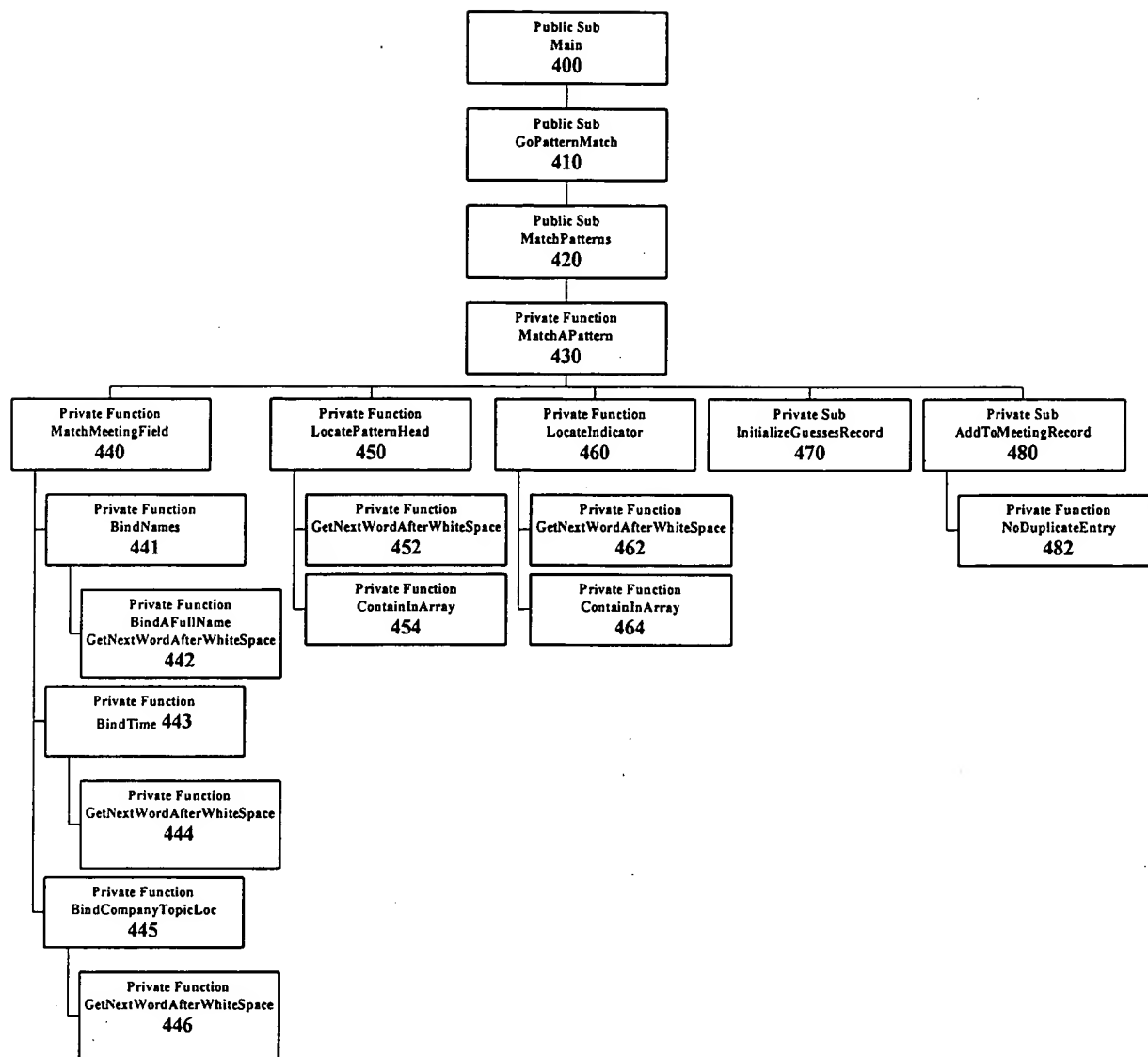


FIGURE 4

SECRET

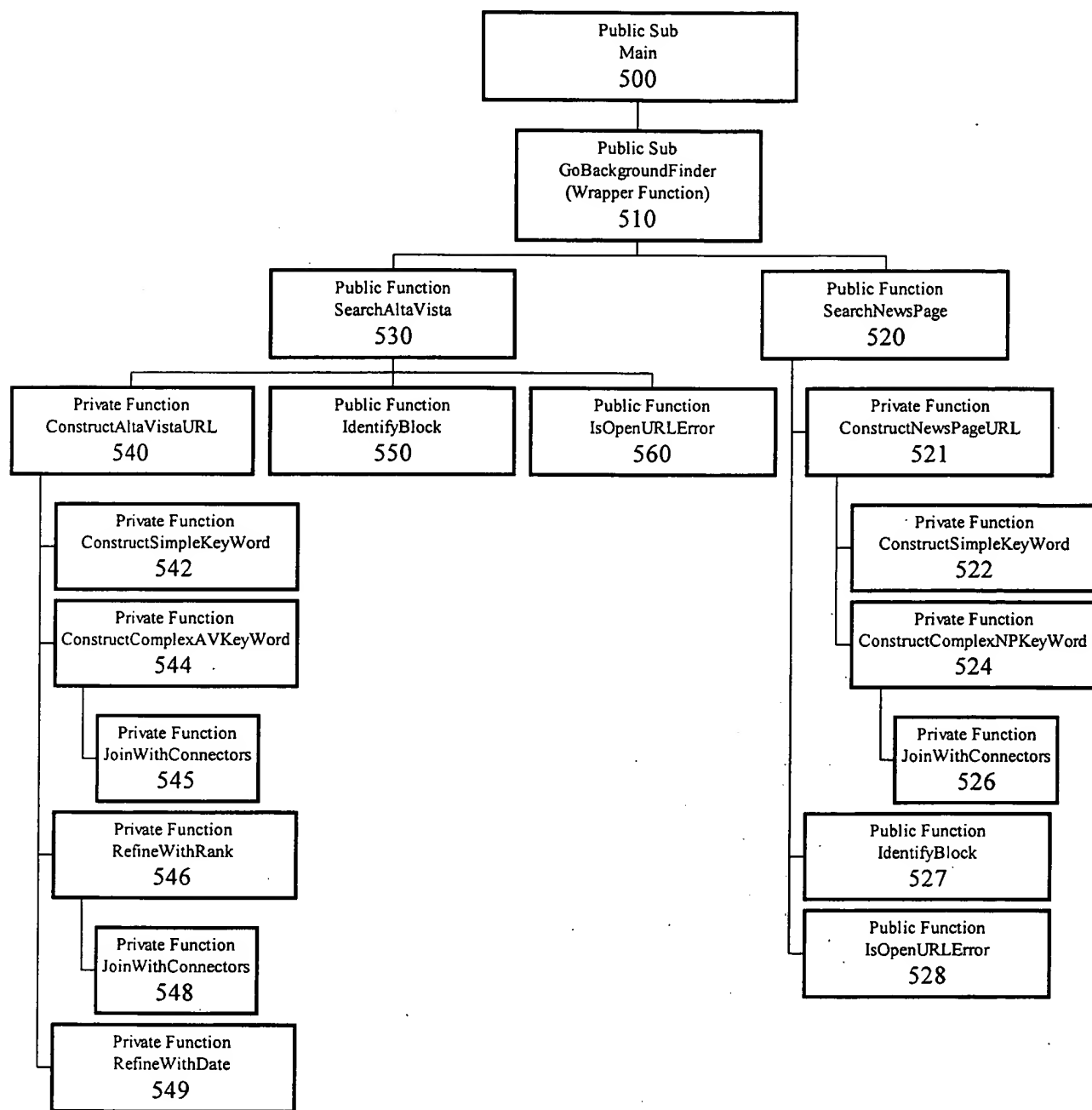


FIGURE 5

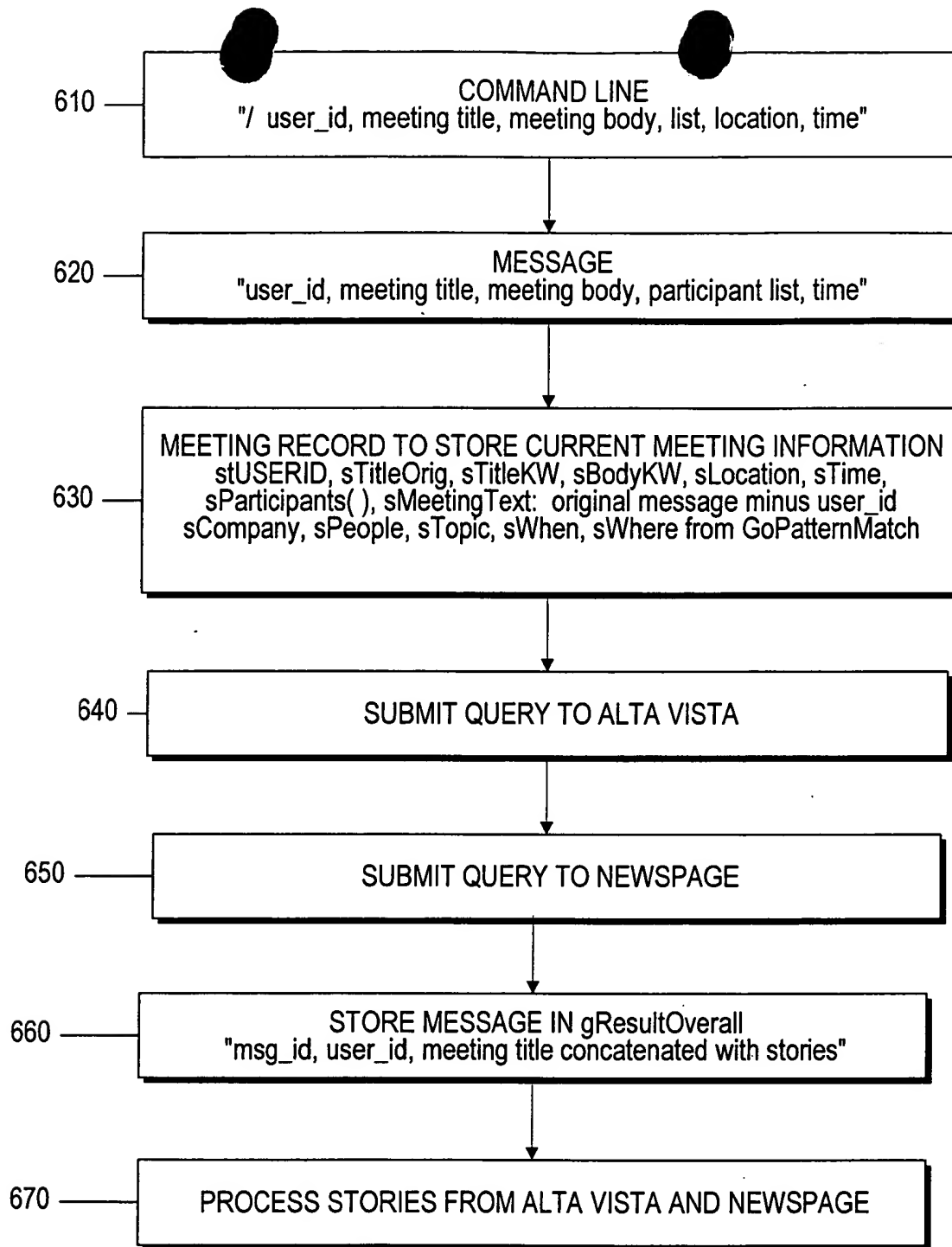


FIGURE 6

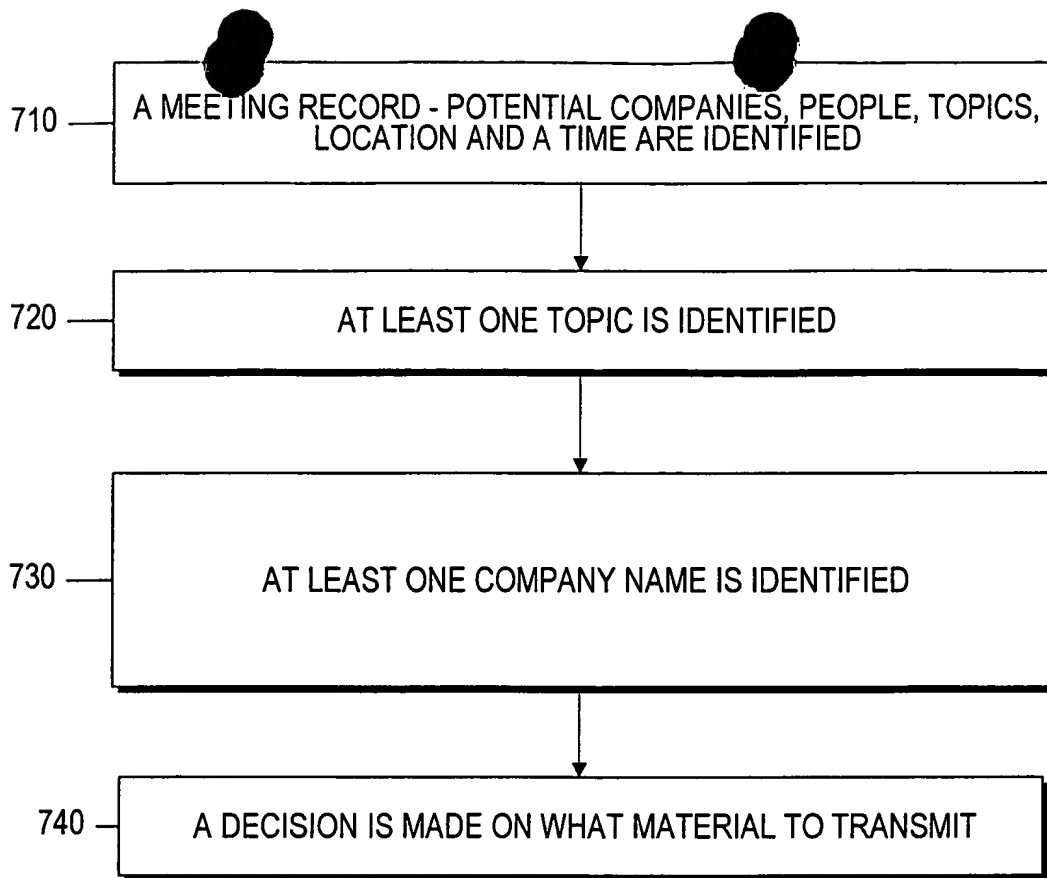


FIGURE 7

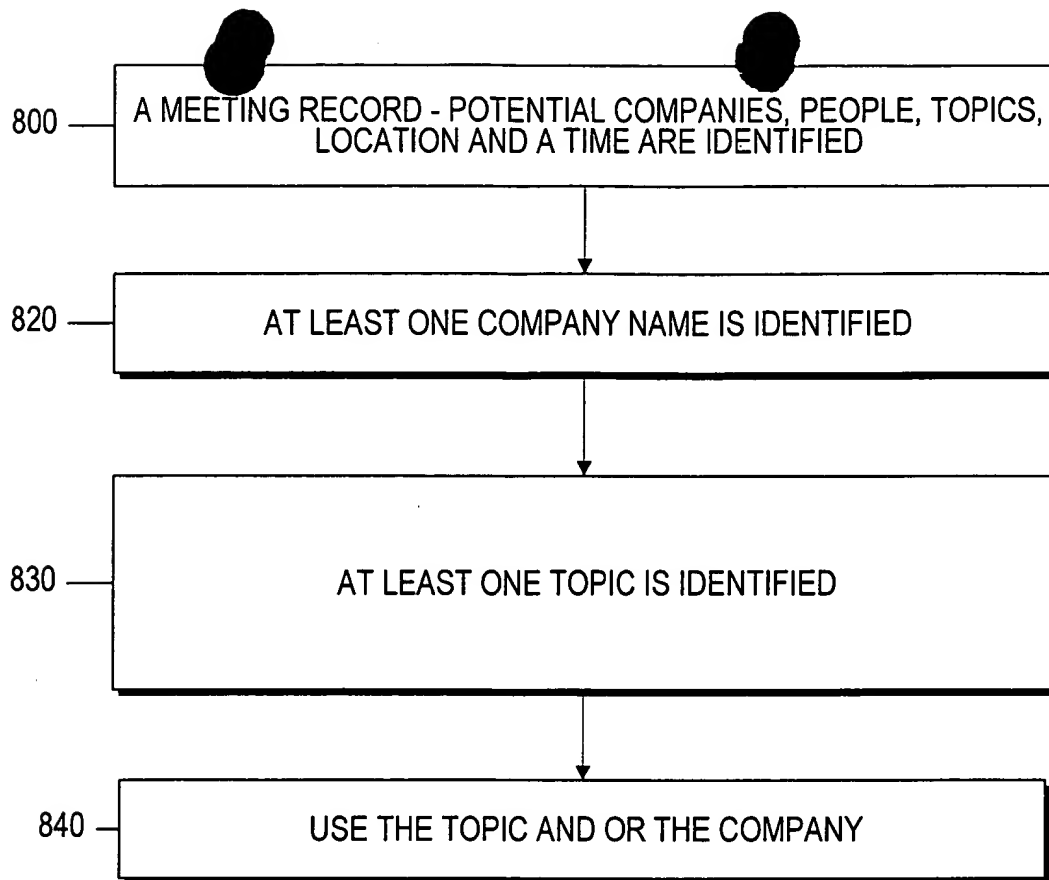


FIGURE 8

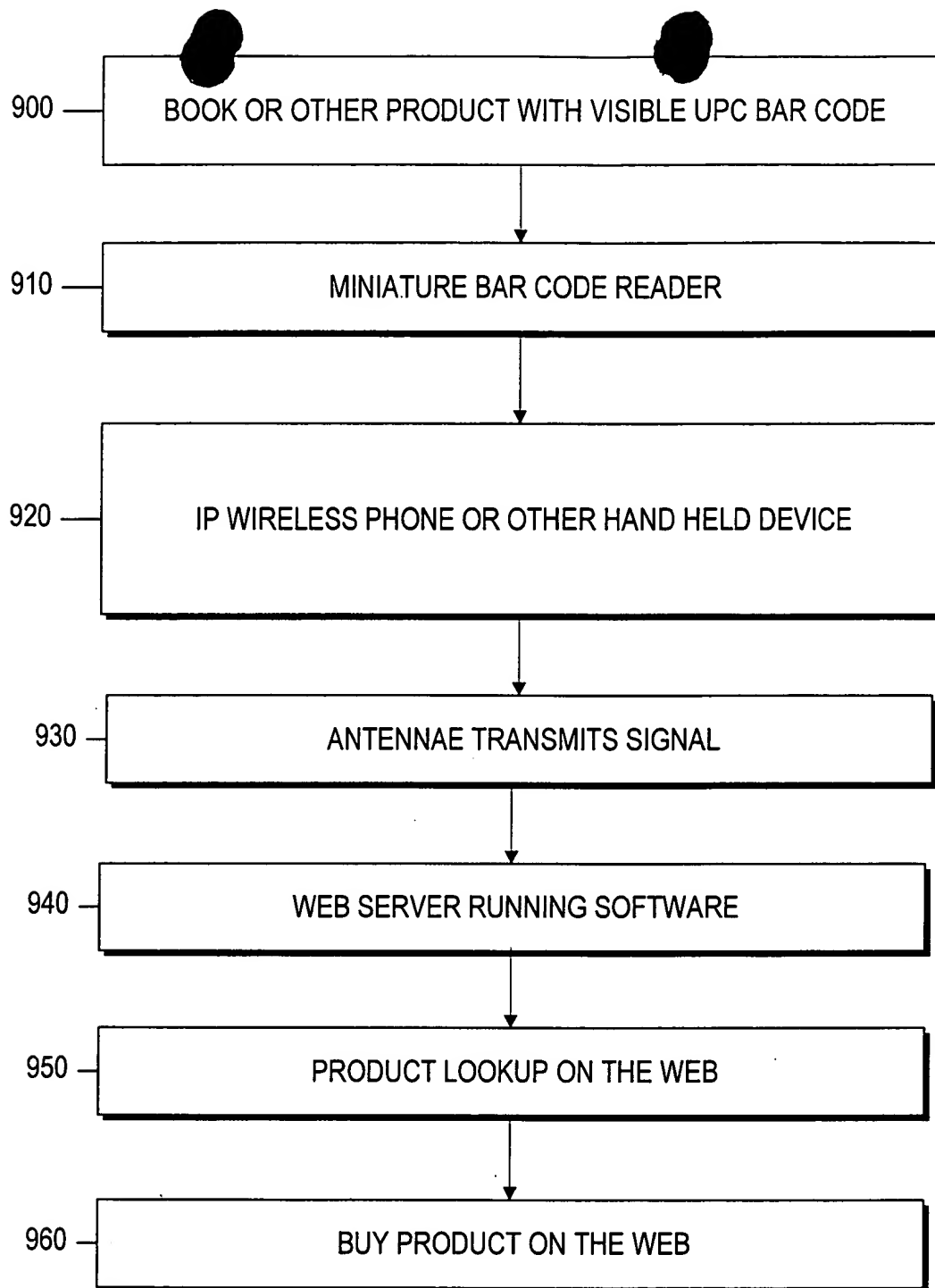
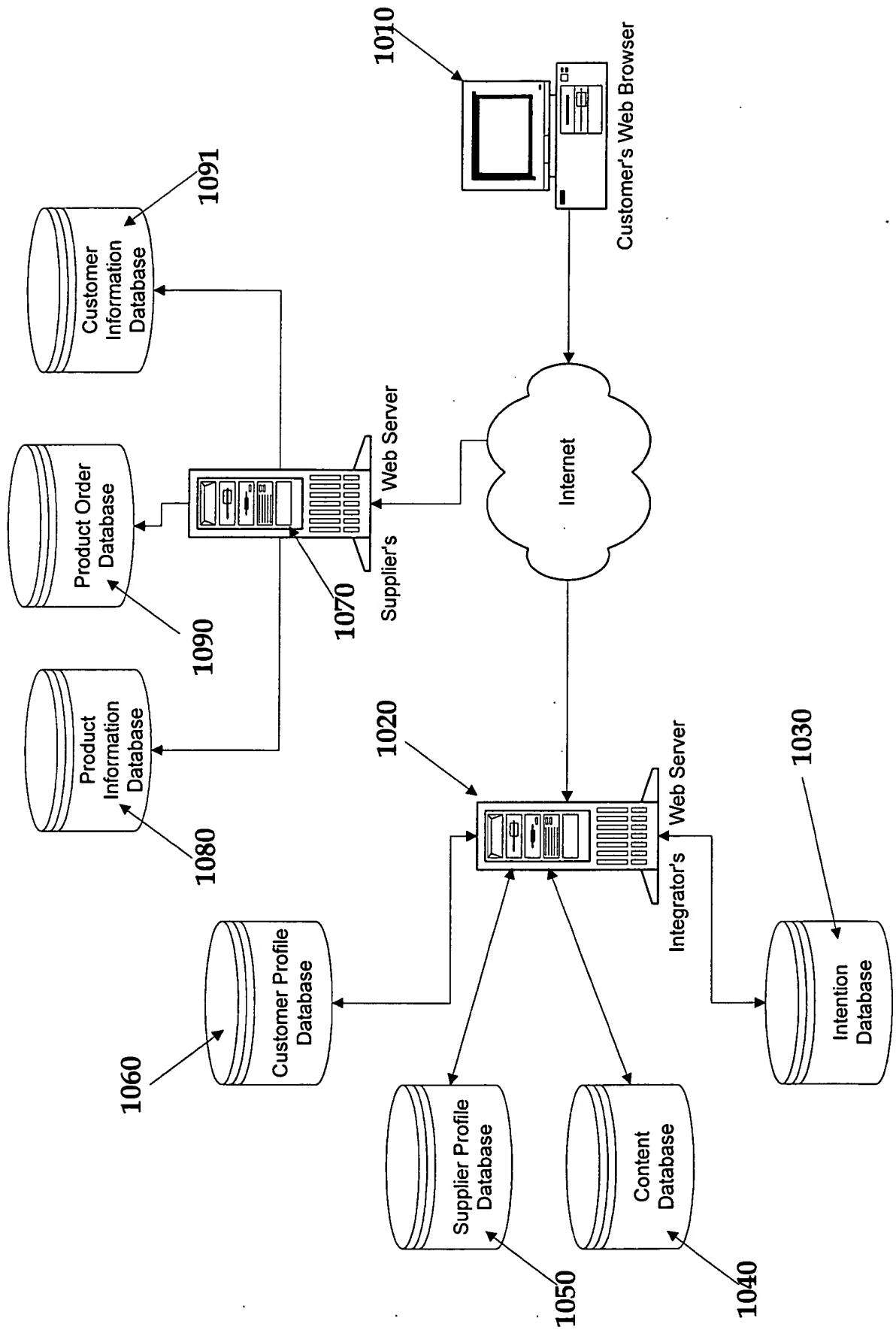


FIGURE 9

FIGURE 10A



SECRET

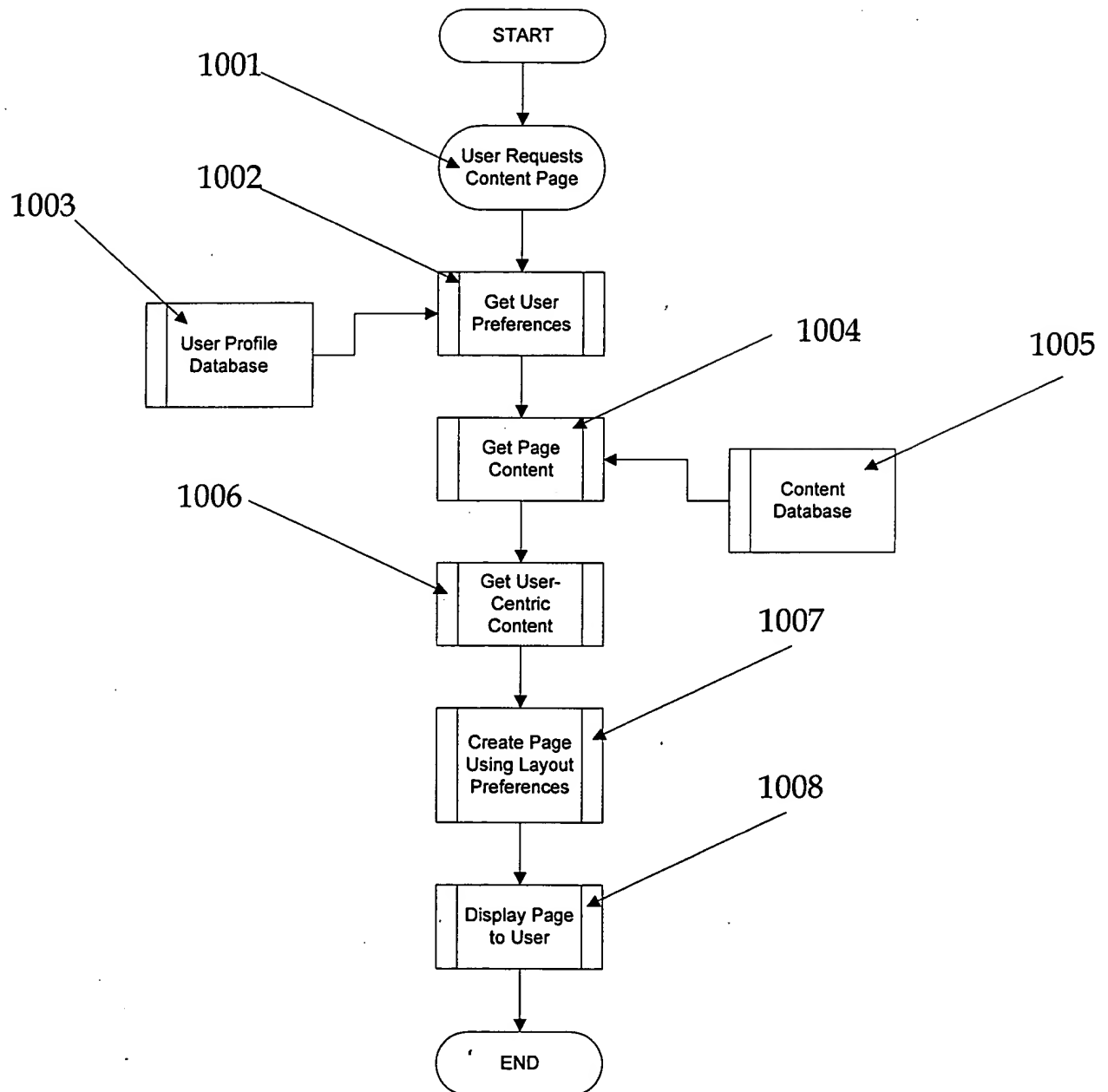


Figure 11: Retrieve User-Centric Content

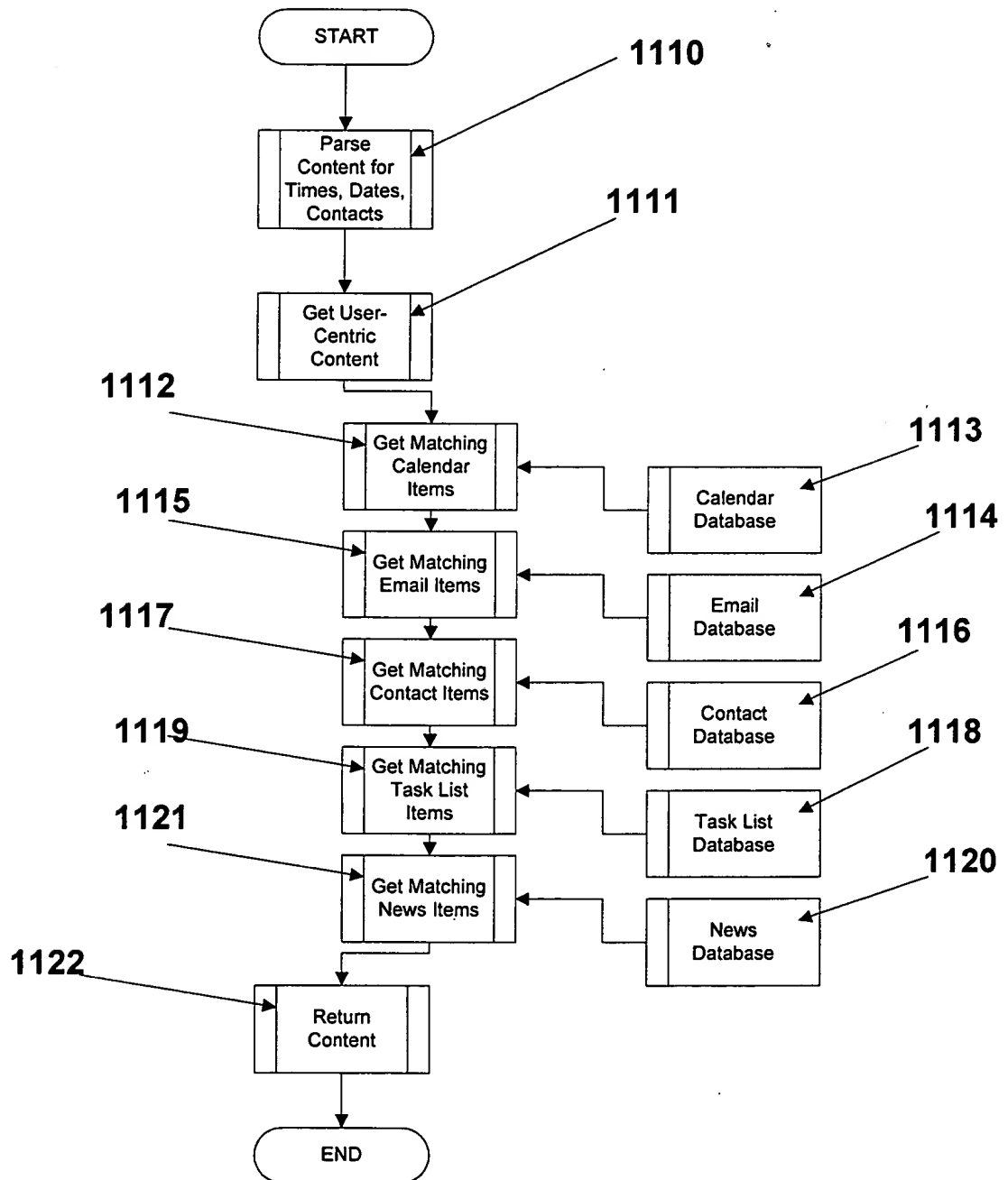


Figure 12: User Profile Data Model

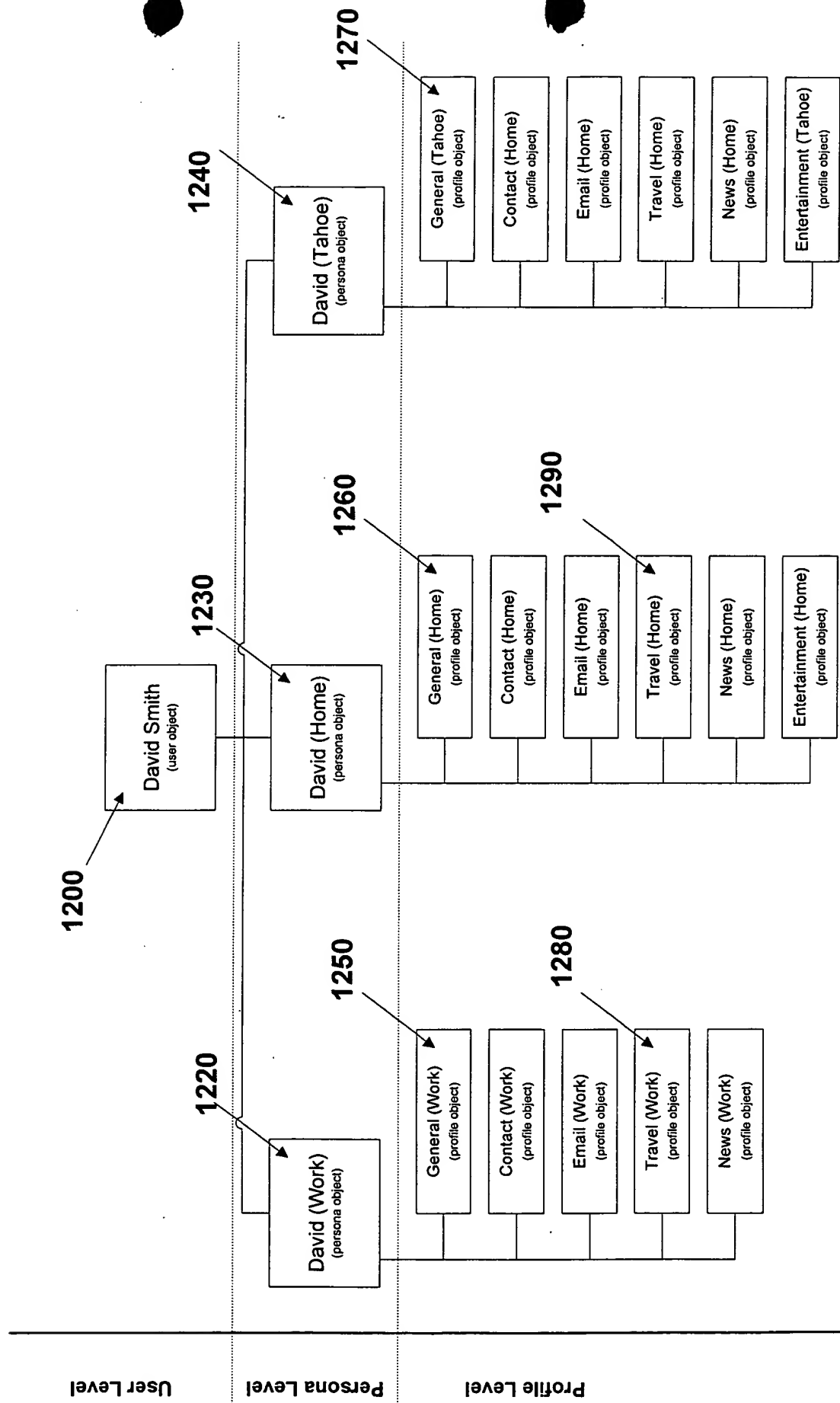


Figure 13: Persona Data Model

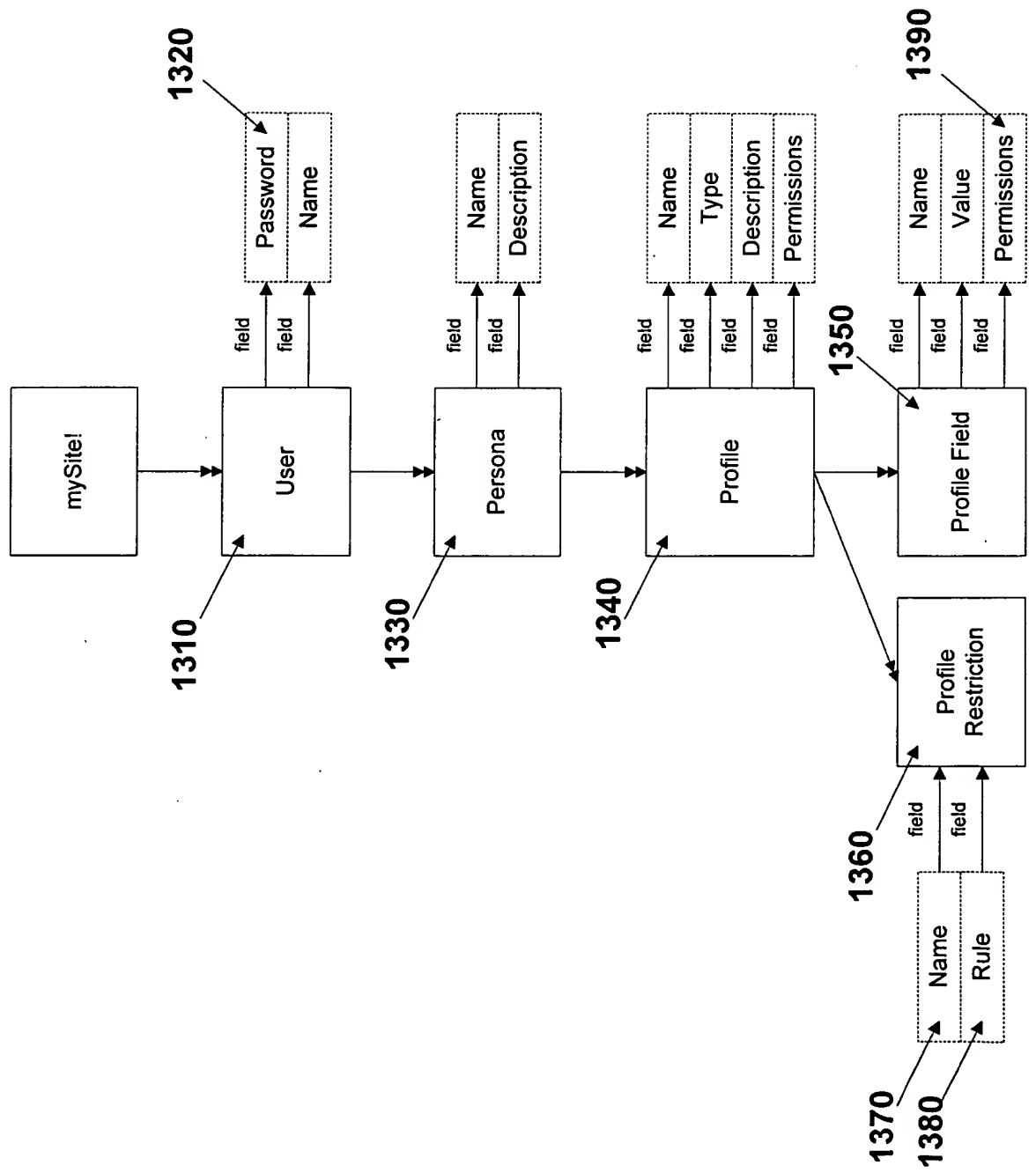


Figure 14: Intention Data Model

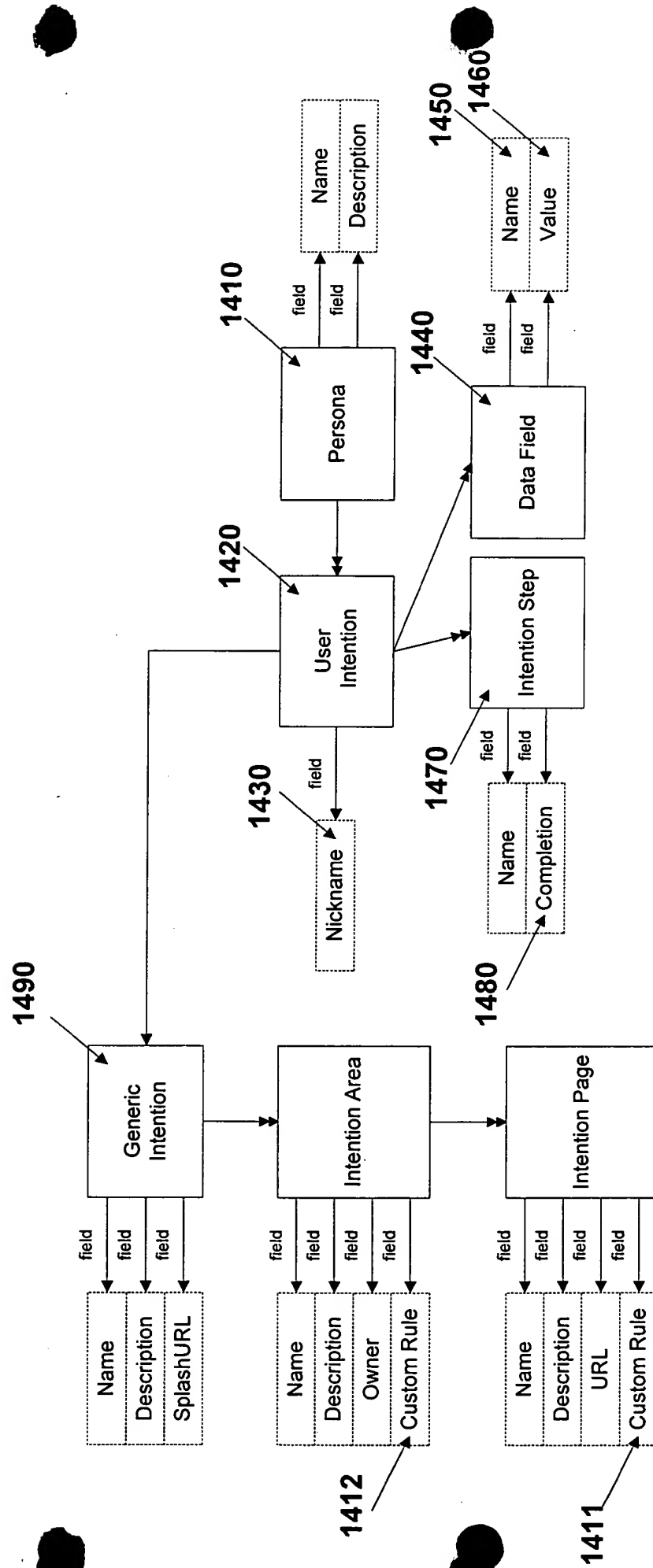
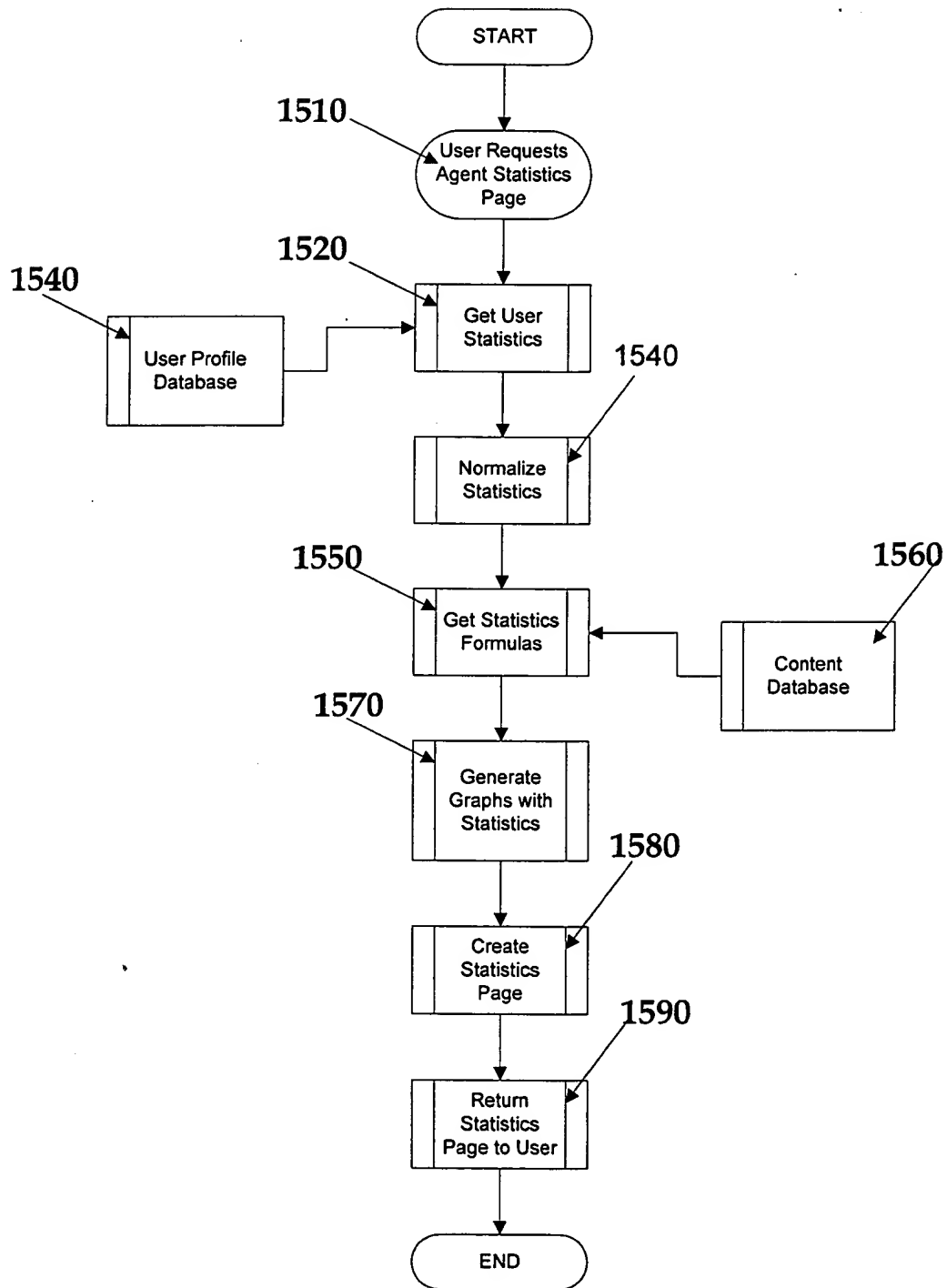
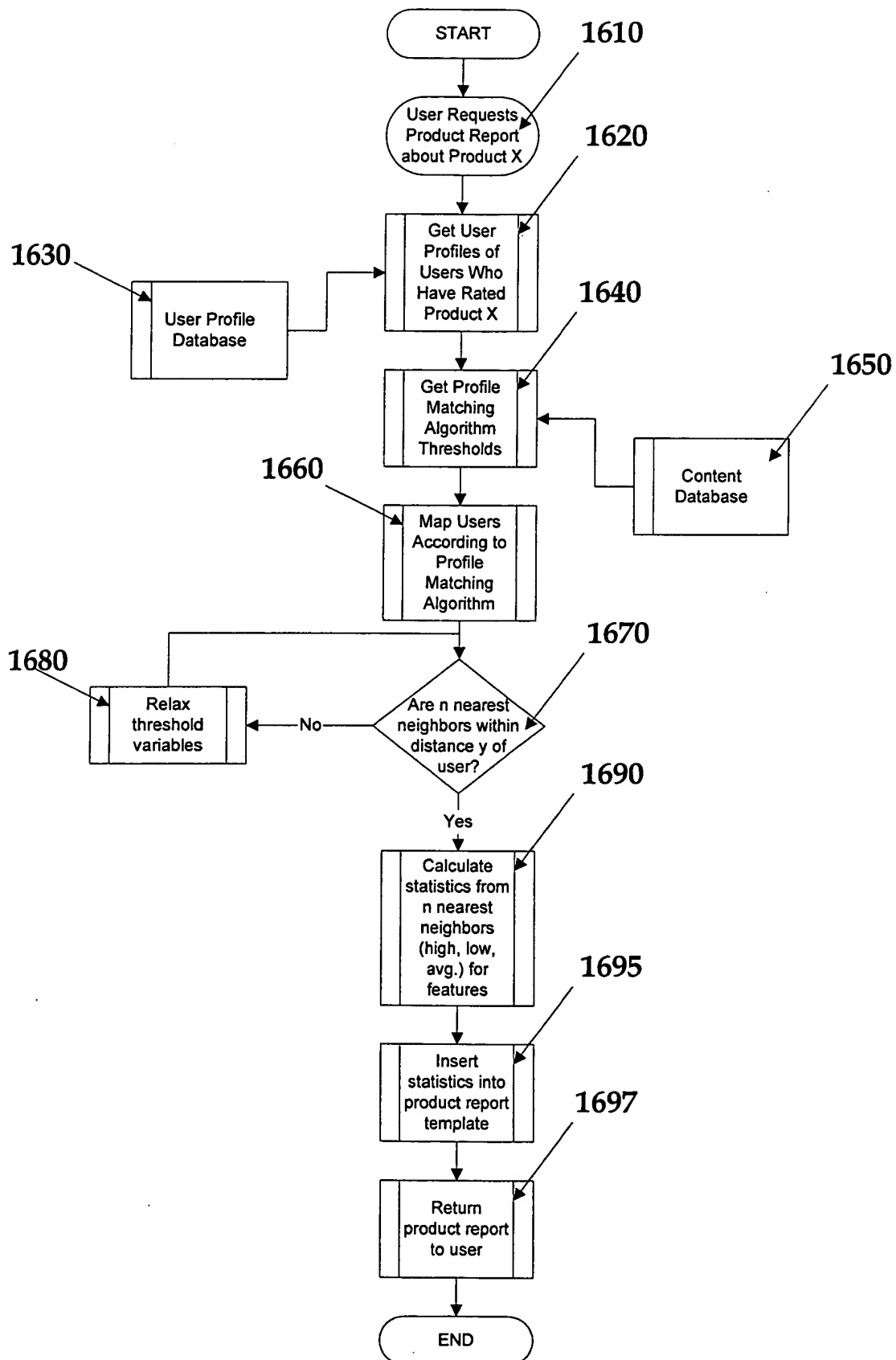


Figure 15



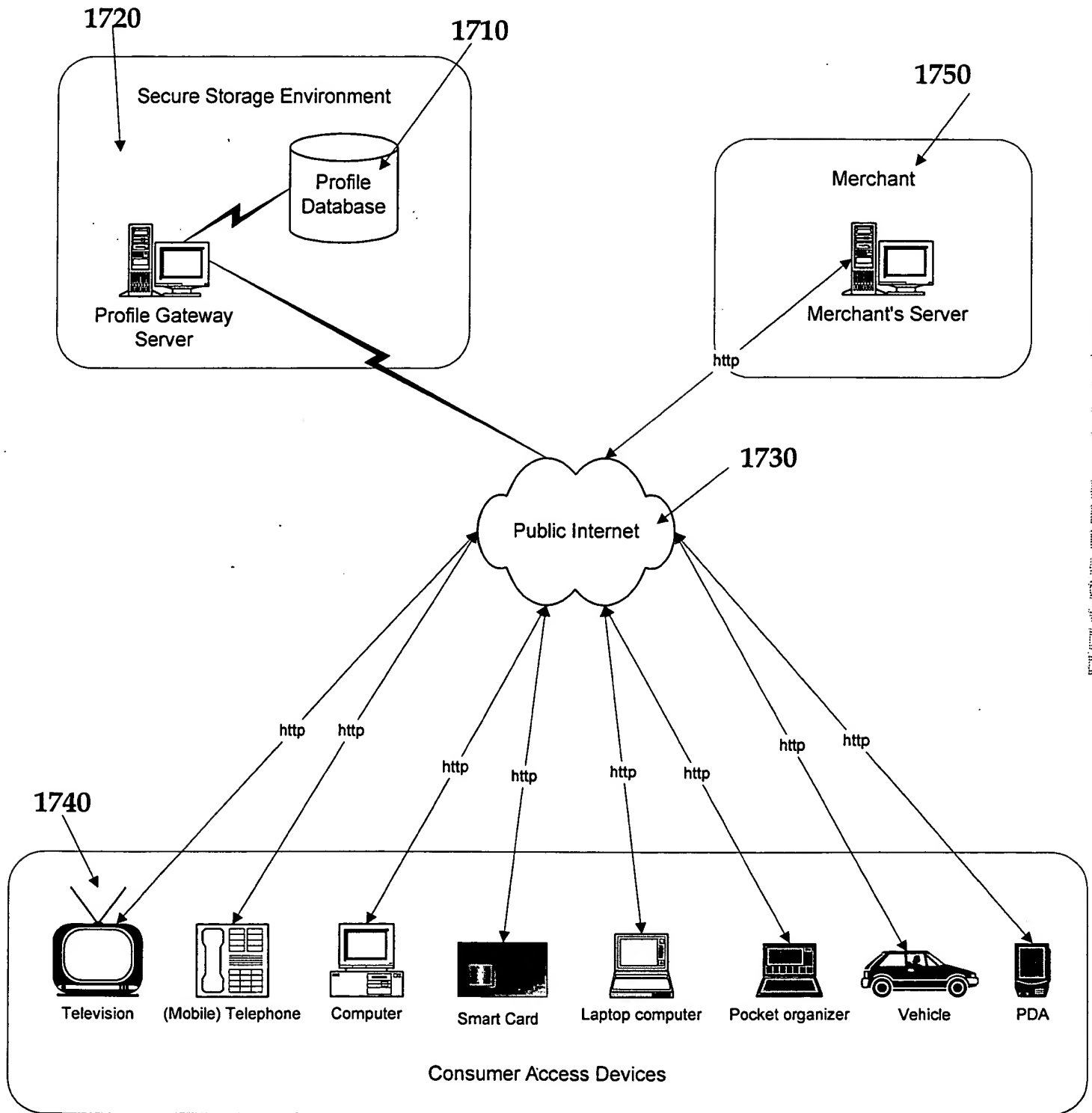
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Figure 16



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Figure 17



SECRET REFERENCE

Figure 18

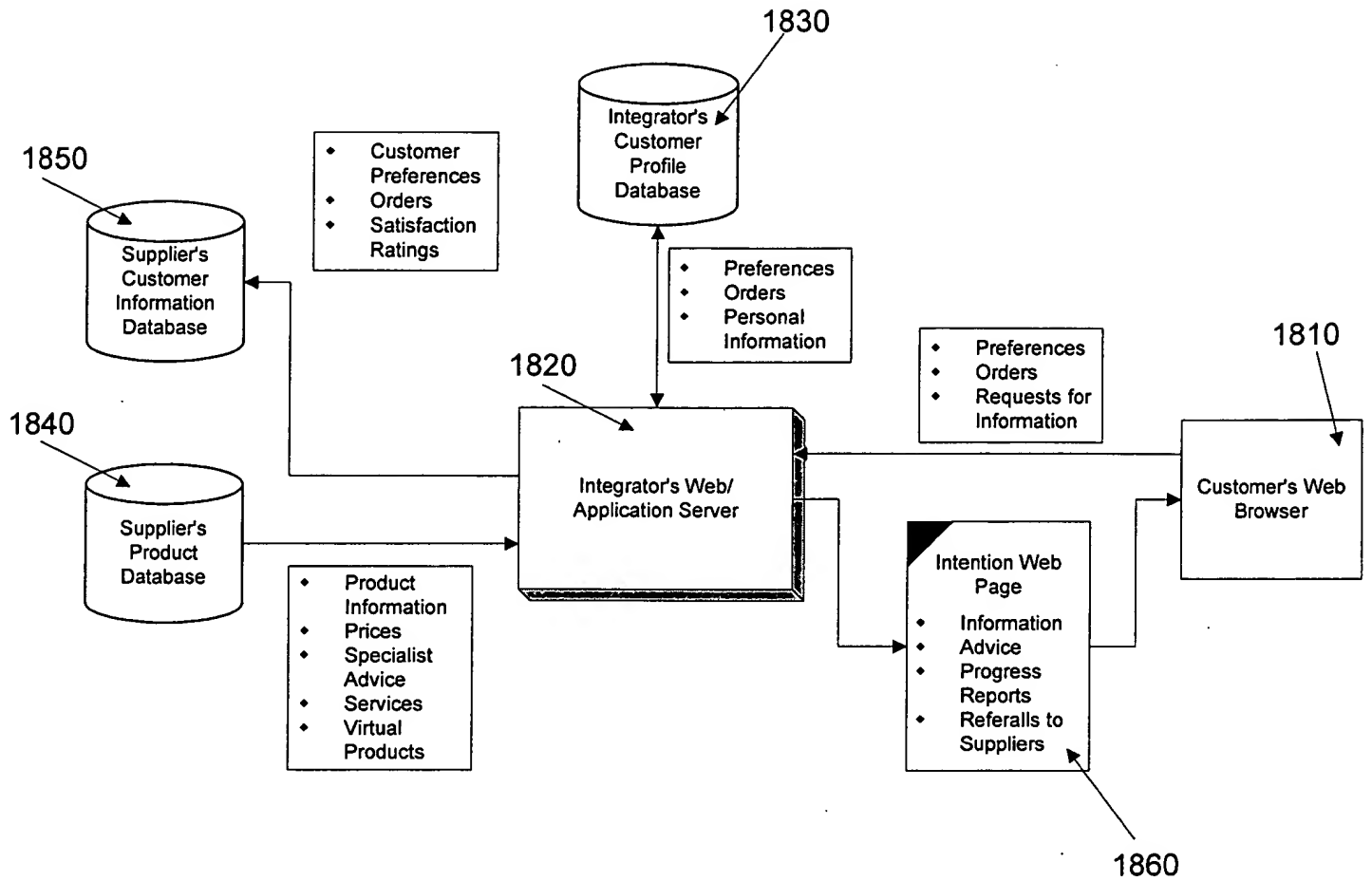


FIGURE 19

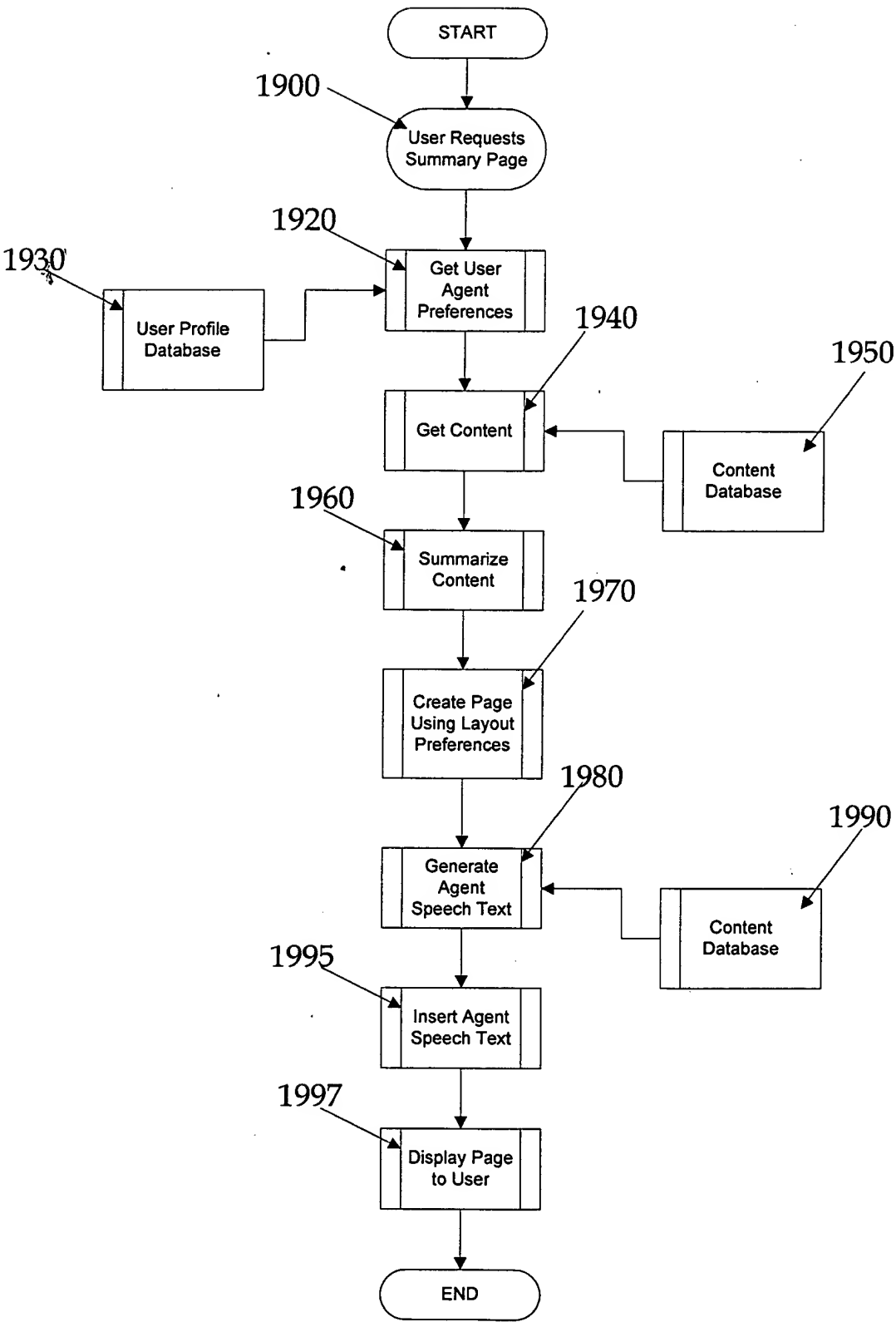




FIGURE 20

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen

Welcome back, David!

Managing Daily Logistics

2140 2130 2120 2110 2100

MARKETPLACE FINANCES HOUSEHOLD TRAVEL

Profile Name: My Home Profile Add 2180 2170 2150

Item Permissions

First Name David Never ☐ Ask ☒ Always ☐

Middle Init. J. Never ☐ Ask ☒ Always ☐

Last Name Smith Never ☐ Ask ☒ Always ☐

Gender ☒ Male ☐ Female Never ☐ Ask ☒ Always ☐

Address 1 1661 Page Mill Road Never ☐ Ask ☒ Always ☐

Address 2 Apt. 300 Never ☐ Ask ☒ Always ☐

City Palo Alto Never ☐ Ask ☒ Always ☐

State CA Never ☐ Ask ☒ Always ☐

Country United States Never ☐ Ask ☒ Always ☐

Zip Code 94304 Never ☐ Ask ☒ Always ☐

Homeowner ☐ Own ☒ Rent Never ☐ Ask ☒ Always ☐

Personal Information

Financial

Interests

Family

Travel

News

Preferences

Public Page

Local intranet zone

FIGURE 21



FIGURE 22

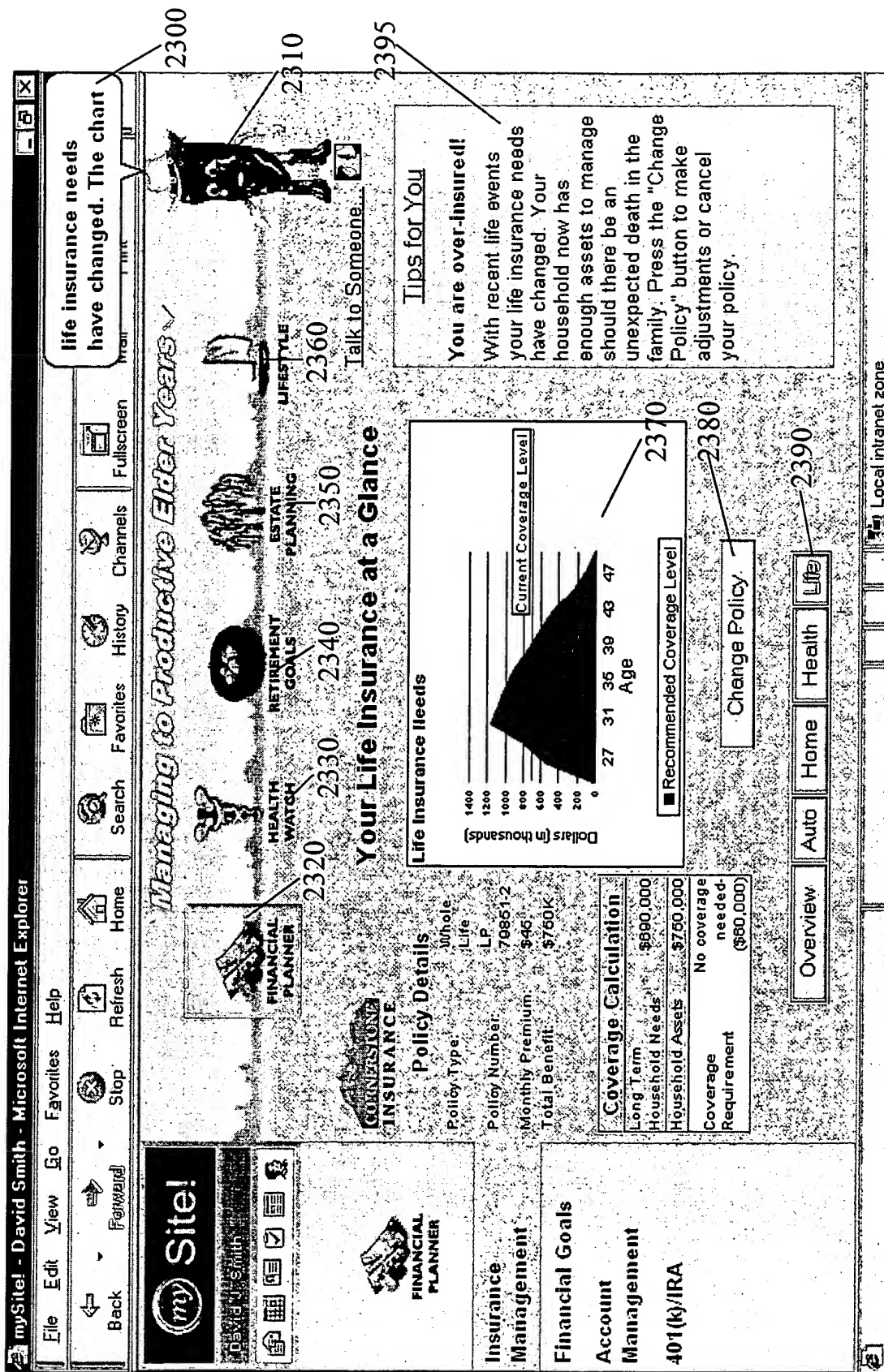


FIGURE 23

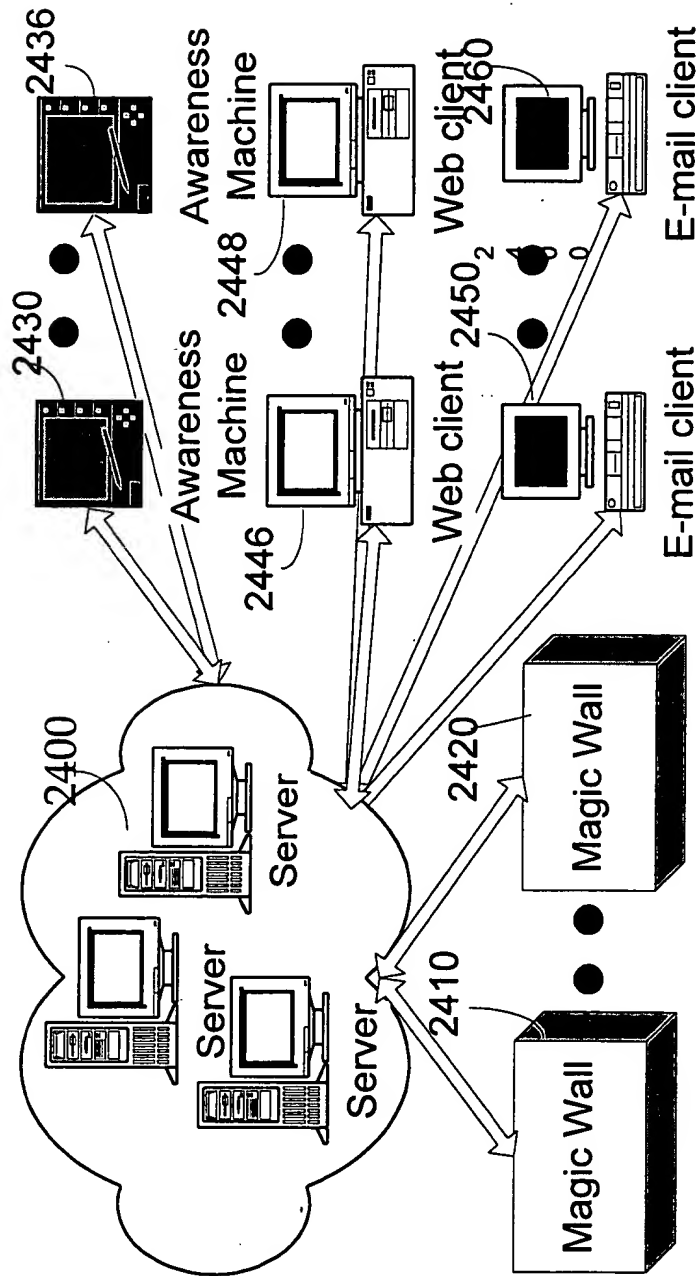


Figure 24

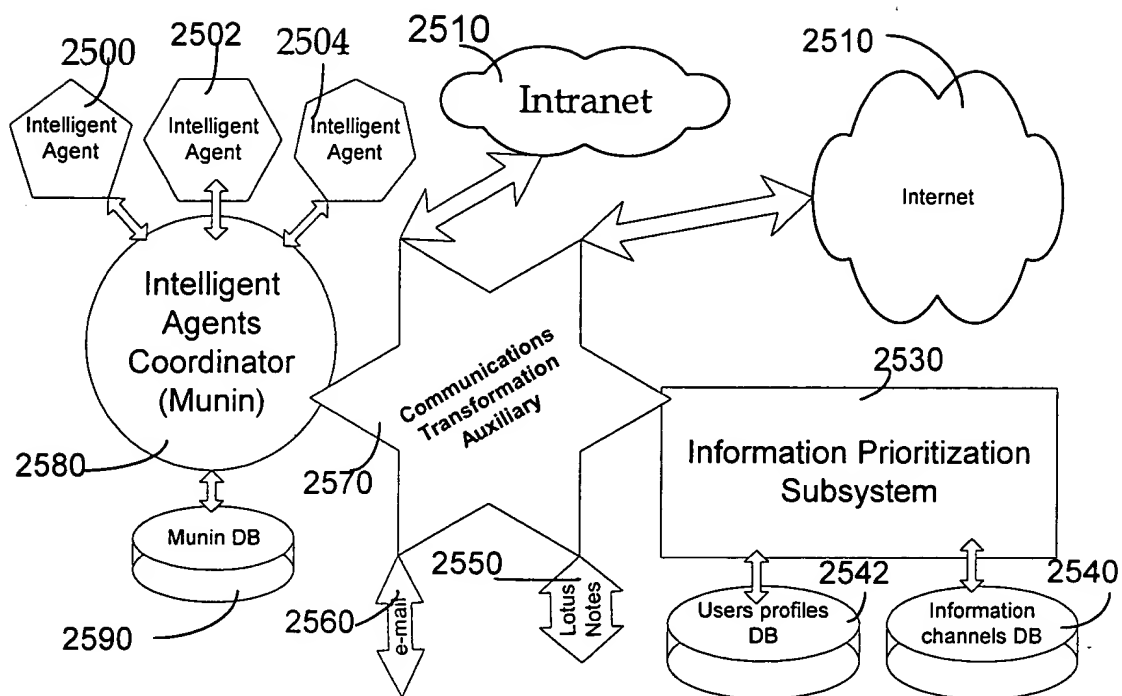


Figure 25

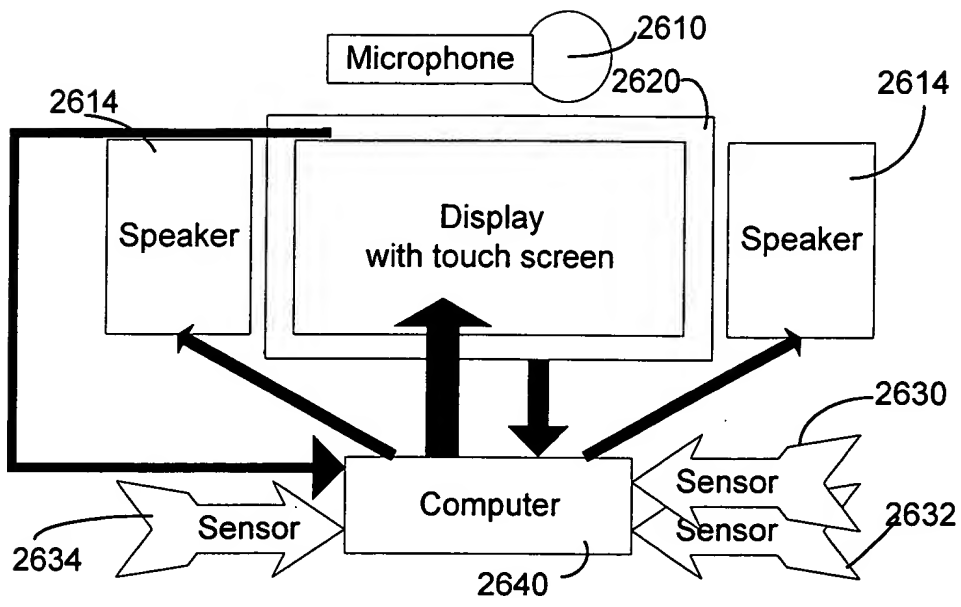


Figure 26

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